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System of Technologies for Building the Information Space: Coverage Tools

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The relevance of the research is determined by the rapid development of the information society and the growing need to receive new information. The research aims to consider information coverage tools, as well as to reveal their role and place in the system of information space. The conducted research enabled to determine the role and place of information coverage tools in the information space. The authors formulated the definitions of the phenomena "information space" and "information coverage". The role of the press service as an information coverage tool was studied in detail, as well as the interdependent effectiveness of information coverage of events in the mass media and mass communication which takes into account the interests of target audiences. The research findings can be used in the organization of news coverage, the work of press services, as well as public and commercial public relations departments.

Keywords: Coverage tools, information coverage, information space, mass media, communication, press service

Now-a-days, information processes have an enormous impact on social life. Each information system implies distribution of the news – the information space. The effectiveness of the information system is determined by the processes of searching, processing, posting and storing information. The goal of the research is to reveal the tools of information coverage in the system of technologies building the information space. To achieve this goal one should solve the following tasks: to study the technologies building the information space, to determine the role and place of information coverage in the system of information space; to identify the tools of information coverage in the system of the information space. Research Hypothesis: information coverage tools have a significant impact on the formation of the information space. There are several definitions to the information space in scientific publications. This phenomenon emerges during various information exchanges taking place in modern society. D.V. Tchaykovsky explains the polysemy of the concept "information space" with "the general and limited nature of the very concept of "space" (Tchaikovsky, 2010).

The concept "information space" emerged in Russia at the end of the 20th century and is primarily linked with the concepts of the informatization of society. The content of these concepts is determined by the need to create the information space of the country, as well as the need to integrate the country into the global information space. However, the definitions of the "information space" itself have never been formulated clearly. The documents only outline the semantic field and the broad meaning of the concept used. Technologies for building the information are associated with the information-spatial

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relations emerging when the characteristics of one party in the relationships is linked with the characteristics of another party, whereas their location in physical place does not matter.

Spatial definition of information manifests itself only by transmitting information messages in a specific semantic format. From the moment of birth and throughout life, a person exists in a certain information space that forms a specific reality. At the beginning of the life journey, there are a family, kindergarten, school, street among others in the vast range of information spaces. Growing up, people immerse deeper in the space of media and mass communication. Being a subject of information relations that belong to the information space, a person absorbs the broadcast information and adapts his behavioral models according to the experience gained. Thus, technologies of building information space are linked with the information coverage processes. Since the information space is seen as a static, nonphysical phenomenon, subject to external influence, it becomes necessary to study the processes occurring in a particular information space. These processes include the information coverage of a particular activity.

Literature Review

Information coverage tools in the information space system, being the most important resource for maintaining stability of the modern society, currently require further study and exploration. The conceptual-categorical and methodological essence of the information space was researched by Russian scientists N.V. Bukhantseva, V.I. Ignatov, D.V. Pimenova, D.V. Tchaikovsky, S.K. Shaikhidinova and others.

“Social activity of the population by definition indicates the level and nature of social agency, the forms of implementing the strategies for inclusion and participation in social processes or social apathy, alienation and even social exclusion, although it should be emphasized that the social structure is unstable, changeable, and still displays the parameters of the transition phase” (Stradze, Kasyanov, Kumykov, & Kirik, 2016).

Russian scientists E.S. Doroshchuk, E.N. Petrova, T.S. Staroverova consider the media as “an instrument of the dialogue of cultures, which in the online conditions is subject to structural and typological changes, while the role of the author can be expressed as a dialogue: I am a writer, I am a reader and I am a critic” (Doroschuk, Petrova, & Staroverova, 2016).

M. Ekström notes that “social media like Facebook, Twitter and blogs act as tools for building the information space, provide social interaction and creative development, having a general positive impact on the social orientation of young people” (Ekström, Olsson, & Shehata, 2014).

Thus, one can speak about the reflexive understanding of demand as a form of national and world culture representation in the context of the development of modern media technologies in the social space of the Internet.

The phenomenon of information coverage has not been sufficiently studied in Russian science; however, information coverage as a process was considered in the works of S.B. Nikonov. At the same time, there are no works devoted to exploring information coverage tools in the system of information space.

Method

Technologies for building the information space are associated with the emerging information-spatial relations, which takes place when characteristics of one party of

relationships are linked with the characteristics of another party, while their actual location does not matter. Spatial characteristics of information manifest themselves only by transmitting information messages in a specific semantic format. The research uses methods of analysis, abstraction and generalization.

In this paper, the authors propose the model of building information space, which allowed identifying technologies and tools forming it: mass media and communications, special events, PR-events and others. In the course of its formation, the information space represents a communicative field with an infinite number of information flows forming the attitude of the society to a certain range of issues.

For instance, Tehran scientist M.R. Ghodoosi points out the enormous influence of social networks on constructing the information space: "Social networks are an essential component of the information space formation; they influence the society and form its opinions on various issues" (Ghodoosi, 2016).

The research of building the information space is based on the principle of constructing non-material information relations, which helps to avoid the localization of information flows.

V.Ya. Tsvetkov also considers the model of information space formation as one of the basic non-material categories of the material world: "The information space exists separately from the person and contains definable descriptions of the surrounding reality" (Tsvetkov, 2014).

Doctor of Political Sciences A.V. Manoilo considers the information space as part of the geopolitical space: "The information space, or the infosphere, is a very specific environment. It significantly changes the content of such processes as interaction by means of joint activities and competition (by changing the content and nature of competition between its actors)" (Manoilo, 2003).

Scientists S. Kramarov, I. Temkin and V. Khramov consider the formation of a united geoinformation space according to the principles of geoinversion (Kramarov, Temkin & Khramov, 2017).

The study is based on the works of Russian scientists in the field of information space, information coverage related to the activities of press services, public relations departments and the media, as well as the results of this interaction.

Results

Since there are no accurate definitions of the information space, the authors of the article had to formulate their own working definition. The information space is understood as a communication and information area with an infinite number of information flows forming a single opinion/the view of the society on a certain range of issues.

Tools of information coverage are connected, first of all, with the emerging newsworthy event. G.V. Kiuru defines the newsworthy event as an element in the structure of information exchange through which information requests of the audience are manifested and realized (Kiuru, 2012).

It is the newsworthy event that enables to write a press release, and as a result, sparks the interest in the media and communication. Moreover, the target audience of the event should be the same as the target audience of the mass media and the audience of the information space (Gorobnyak, 2016).

Social networks can only affect those citizens who need to obtain a specific type of information. Social networks do not have a significant influence on human values, but only serve as a provider of the information that a particular person of a particular information space needs.

The technique of information coverage of activities implies interaction with the mass media. In case of emergence or deliberate creation of a newsworthy event, the press service specialists or PR departments prepare press releases. The quality of press release preparation determines how interested the media would be.

The effectiveness of sending out a press release in the media and mass communication directly depends on their choice. The target audience of the media should be the same as the audience of the information space in which the event is to be covered. Only close interaction of press service, mass media and mass communication professionals can provide the most effective result of activities of information coverage.

Keeping its main feature – objectivity, the mass media should not be limited to the data contained in the press release and should investigate the event, its history, heroes, opinions of experts, etc. Otherwise, one cannot say that the event is objectively covered in the information space. In practice, the media often lobby these or other interests, losing their audience of the information space along with objectivity.

To ensure a wider coverage of the news, employees of press services and PR departments can give the maximum assistance and support to representatives of the media and mass communication, select “heroes”, write speeches for company directors to record synchs, and prepare interviews. All this leads to lower objectivity of the information in the media, and as a result, the interest of the audience drops.

Discussion

The variety of approaches to defining the information space, in our opinion, is primarily due to an attempt to emphasize its material, physical or territorial aspects. The very nature of the processes occurring in the information space presupposes the absence of localization and building it according to the principle of non-material information relations.

The system of technologies for building the information space is inextricably linked with the tools of information coverage. A more detailed study of the information space, defining its role in establishing information relations requires a detailed consideration of information coverage tools.

In this article information coverage is defined as the process of disseminating information through the media and mass communication in a specific information space. Information coverage, on one hand, is the product of the work of press services and, on the other hand, a spontaneous process caused by the interest of the media and mass communication.

A special role in information coverage belongs to PR discourse. “With its universal form and content, PR discourse is a special kind of activity carried out through communication and information channels. Differences in the types of PR discourse are determined by the type of the mass media: print media emphasize linguistic means, the radio discourse focuses on the sound, the television discourse – visual along with sound discourse, and the Internet – the entire range of ways to accompany the speech itself (Luchinsky et al., 2016).

Information coverage is directly linked with the processes of informational support of activities, which, as a rule, includes collection, accumulation, transmission, storage, protection, processing, search, transformation and provision of information. As a result, information coverage performs the most important function—creating favorable information conditions that maintain the life of society by establishing information exchange between the information source and its consumer within a single information space.

Now-a-days, there are a number of tools related to the information coverage of the newsworthy event: interaction with the media, special events, creation and information support of the company's website, creation and maintenance of accounts in social networks, interaction with bloggers, advertising goods/services, etc. Now, let us consider each of the information coverage tools in more detail.

- (i) Interaction with the media. The technique of information coverage of activities is linked with the interaction with the media. In this regard, one can identify the following formats for working with the media: an invitation to cover an event; response to the official request of the media; organization of interviews; analytical reviews and materials with the joint interaction of the representatives of the media and press services.

"Spreading sociological information through the media increases the significance of the sociological diagnostics as a notable argument in the political struggle, economic competition, in promotion of certain products and services" (Volkov, Bairamov, Kasyanov, Kirik, & Stradze, 2016).

- (ii) Special events. Special events or promotional events aim at attracting public and media attention to a certain product or service.

Any special event has its specific goals which determine the design of the special event, the audience size and the way of involving it in the event, as well as the values underlying the special event.

Culturologist D.A. Fadeev notes that "due to the long established tradition of modern event communications, special events have features of culture forms, in particular, being detached in time and space, which allows creating a special reality for passing on certain value messages" (Fadeev, 2016).

A specific feature of special events as tools of information coverage is the mythologization of pre-planned and specially designed events. Culturologist E.A. Kaverina notes that "Today special events aim to solve communication and marketing tasks; they are more closely connected with a sense of pleasure, with the wish to plan one's leisure in a thrilling, entertaining way. It is particularly typical of trendy special events. In traditional cultures, a festive event is less connected with leisure or entertainment. Today, the ideology of postmodernist hedonism has a significant impact on the organization of special events" (Kaverina, 2010).

A special event acquires particular importance and content at the moment when it becomes an event, personally experienced by participants, who, while maintaining their individuality, experience a sense of belonging to a community sharing certain corporate, religious, national or other characteristics.

- (iii) The company's website. The official site of a company is an effective information coverage tool as long as its content is regularly updated; it has interesting design and simple intuitive navigation.

When developing a site, as a rule, one should consider what information a specific target audience needs, as well as draw a portrait of a specific consumer for whom a site is created within the given information space so that it meets the requirements and value orientations of a certain information space.

Currently, the only challenge is promoting the site within the given information space. Not all companies can afford to launch effective contextual advertising and SEO-promotion. As an alternative, it is possible to attract traffic to the site from social networks. However, to generate traffic from social networks, one should create, support and generate content of groups, publics, communities in social networks that are popular with a particular target audience.

- (iv) Groups in social networks. Today, both public and commercial organizations need to have groups or pages in social networks. In this case, special attention is paid to the content, which should correspond with the information needs of the target audience, be relevant, original, interesting and useful. This can be primarily explained by the competition of groups in social networks.

Social networks have an enormous influence on building the information space. Every year people spend more and more time in messengers and social networks that form behavioral models according to system of values and information needs.

A significant difference between social networks and the media is the deliberate choice of the content of social networks that a person actually wants to receive. Thus, it becomes impossible to solve global social problems (raising the level of intelligence, dramatically changing the opinion on a particular fact). Social networks can influence only those social categories of citizens whose values correspond with the information content of a particular group.

- (v) Advertising of goods and services. Advertising is an important tool of information coverage since it is, first of all, a communicative process of delivering information about a company, a product, a service, etc.

It is difficult to imagine the modern information space without an important and useful communicator – advertising. It is advertising that informs a person about new products, services and their properties. Advertising messages are created in the information space purposefully to form a certain behavioral model of the consumer aimed at buying, learning, trying, visiting, etc.

However, it should be noted there is a trend that has become increasing popular in recent years – social responsibility of the advertiser. Advertising becomes socially responsible and teaches us to take care of the environment, not to drop litter, to love one's native country, to respect the older generation. Such advertising messages appeal to a person's mental characteristics and, as a result, the maximum effect from advertising is achieved – loyal attitude to the product, service, and brand is formed, accompanied by high sales.

Ch. Matschke, J. Moskaliuk, F. Bokhorst, T. Schümmer, and U. Cress conducted a study of the information space which enabled the scientists to conclude that “internal motivation, increasing prestige, quality and quantity of the content are the strongest motivational factors making one participate in the exchange of advertising information” (Matschke, et al., 2014).

The results of the research can be used for further study of the phenomenon of the information space; they can also be applied in practice by official bodies when informing the public, in the work of press services and public relations departments of the public and commercial sector.

Conclusion

Thus, during informational coverage of a particular activity in the information space, it is necessary to take into account, on the one hand, the need for objective coverage of the news and, on the other hand, the fact that press services should cover the event in the “best possible light”. Information coverage tools should be selected according to the needs of the target audience of the information space, the objectivity of the media and mass communication and involve the participation of press services. Only by building long-

term, mutually beneficial relationships, with maximum care for the target audience, it is possible to ensure the most efficient information coverage.

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